



FOR IMMEDIATE RELEASE

YNCU SUPPORTS HUNGER RELIEF AT ROTARYFEST IN SAULT STE. MARIE, WITH A WAGON FULL OF HELP

Supporting Harvest Algoma with food donations and spreading joy through the Miracle Mile Colour Blast

SAULT STE. MARIE, ON | July 14, 2025 - Your Neighbourhood Credit Union (YNCU) is excited to join the 102nd Annual ROTARYFEST Community Day Parade on Saturday, July 19, at 11:00 a.m., with a dual purpose: bringing community spirit to Bay Street and helping to fight hunger in the process.

As part of ROTARYFEST, YNCU will be collecting non-perishable food items along the parade route to benefit Harvest Algoma, a vital local food hub supporting individuals and families facing food insecurity. Parade-goers are encouraged to bring donations, including canned goods, pasta, rice, and hygiene products such as toothbrushes, to help stock shelves at a time of year when donations often run low.

"We're incredibly grateful to YNCU and the ROTARYFEST community for stepping up to support our work," says David Thompson, Director of Harvest Algoma. "Summer is a tough time for food banks; shelves tend to run low, but the need doesn't go away. Every can, every box of pasta, every donation collected along the parade route helps us feed more families. It's a powerful reminder of what we can do when we come together."

Ahead of the parade, YNCU is also proud to sponsor the Miracle Mile Colour Blast, happening at 10:30 a.m. This family-friendly walk, run, or roll begins at Canadian Bushplane Heritage Centre and ends at the GFL Memorial Gardens, with three fun-filled colour stations along the way and a 'final blast' of colour to cap it all off.

"Events like ROTARYFEST bring people together and remind us of who we are as a community, joyful, generous, and connected," says Lisa Colangelo, CEO of YNCU. "At YNCU, we're committed to supporting the well-being of the communities we serve, and that includes tackling food insecurity head-on. ROTARYFEST is such a proud celebration of local spirit, and we're honoured to help channel that energy into something meaningful. Even small contributions can make a big difference to a neighbour in need."

To learn more about YNCU's involvement in community initiatives, visit yncu.com/about/community.

ABOUT YNCU

With 16 branches and a network of surcharge-free ATMs, Ontarians can access financial services close to home across southwestern and northern Ontario. At \$3 billion+ in assets under administration and 53,000 members strong (and growing!), YNCU is one of the largest credit unions in Ontario. As a community-based organization, not only do YNCU's partnerships and investments make a difference, but its employees also live and work in the communities they serve. YNCU's foundation is built on connectedness to the communities where it operates. Yearly, the organization sets aside a minimum of 1% of the pre-tax profit earned by the credit union in the previous fiscal year to be used for charitable organizations and associations that share their focus on improving our communities. Together with its members, employees and community partners, YNCU is helping to make life better in the places where Ontarians live, work, learn and play!

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MEDIA INQUIRIES

Brittany Bortolon

brittanyb@durrellcomm.com

519-994-6863